

## SOCIALIZATION AND GENDER

Name(s): \_\_\_\_\_

Using the link below explore historic and vintage copies of *Life* magazines to study how gender is represented in magazine advertisements. For the various decades, look at the magazines and locate several ads showing men and women. Use the chart below to briefly describe the ad and some of your findings with regard to each gender. Try to consult several years/magazines per decade. Finally, locate some current magazines and compare your findings. **LINK - <http://oldlifemagazines.com/>**

Decade	Male Gender Image	Female Gender Image
1940s		
1950s		
1960s		
1970s		
Modern Magazine		

1. Did you notice consistency in the ads with regard to the two gender roles over time? Explain.
2. Did you notice difference in the ads with regard to the two gender roles over time? Explain.
3. Did you find anything surprising or interesting with regard to gender roles through the decades? Explain.
4. Can you think of a mass media figure or role model that has impacted your view of your gender? Name and Explain.
5. Not only does mass media impact ones view of their gender and gender roles, but consider how each of the following has impacted your view of gender. If possible, cite specific examples from your life.

FAMILY

PEERS